



WCPO

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ORDER

Print Date 10/26/12

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Flight Dates 10/16/12-10/22/12

Contract / Revision 308894 /

Original Date / Revision
10/25/12 10/25/12

Advertiser Priorities USA Action

Agency Mundy Katowitz Media Inc

Buying Contact

1322 G Street SE
Washington, DC 20003-3021

Product

Issue. PUSA TV 10.16-10.22.12

Agency Com 15%

Billing Contact

1322 G Street SE
Washington, DC 20003-3021

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:20:00

Estimate # 1565

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL ISS

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBQC	%	
WCET	%	
WCVN	%	
WKON	%	
WKRC	%	
WLWT	%	
WPTO	%	
WSTR	%	
WXIX	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	39	\$26,966.25	\$31,725.00	0.00	10/01/12	10/22/12	39	\$26,966.25	\$31,725.00
Totals	39	\$26,966.25	\$31,725.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
2	WCPO	10/16/12	10/22/12	M-F GMTS 5-6a M-F GMTS 5-6a	CM	5-6a	MTWTF--	:30	4	\$225.00	P-2	0.00	NM	5	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	- TWTF--		4				\$225.00		0.00			
	Week:	10/22/12	10/28/12	M-----		1				\$225.00		0.00			
3	WCPO	10/16/12	10/22/12	M-F GMTS 6-7a M-F GMTS 6-7a	CM	6-7a	MTWTF--	:30	4	\$900.00	P-1	0.00	NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	- TWTF--		4				\$900.00		0.00			
	Week:	10/22/12	10/28/12	M-----		1				\$900.00		0.00			
4	WCPO	10/16/12	10/22/12	M-F GMA 7-9am	CM	7-9a	MTWTF--	:30	4	\$900.00	P-1	0.00	NM	5	\$4,500.00



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Contract / Revision 308894 Flight Dates 10/16/12-10/22/12

Hiatus Dates

Original Date / Revision 10/25/12/ 10/25/12

Order Sep 00:20:00

Advertiser Priorities USA Action Product Issue. PUSA TV 10.16-10.22 Estimate # 1565

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				M-F GMA 7-9am											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- TWTF--					4	\$900.00		0.00			
		Week: 10/22/12	10/28/12	M-----					1	\$900.00		0.00			
7	WCPO	10/17/12	10/19/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	--W-F--	:30	2	\$600.00	P-2	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	--W-F--					2	\$600.00		0.00			
8	WCPO	10/18/12	10/22/12	M-F 12-1p News M-F 12-1p News	CM	12-1p	M--T---	:30	1	\$750.00	P-2	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	---T---					1	\$750.00		0.00			
		Week: 10/22/12	10/28/12	M-----					1	\$750.00		0.00			
9	WCPO	10/19/12	10/19/12	M-F 1-2p M-F 1-2p	CM	1258-2p	----F--	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	----F--					1	\$800.00		0.00			
10	WCPO	10/17/12	10/22/12	M-F 3-4p M-F 3-4p	CM	3-4p	M-W----	:30	1	\$650.00	P-2	0.00	NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	--W----					1	\$650.00		0.00			
		Week: 10/22/12	10/28/12	M-----					1	\$650.00		0.00			
12	WCPO	10/16/12	10/16/12	M-F 4-5p Ellen M-F 4-5p Ellen	CM	358-5p	-T-----	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-T-----					1	\$1,500.00		0.00			
14	WCPO	10/16/12	10/22/12	M-F 6-630p News M-F 6-630p News	CM	558-630p	MT-----	:30	1	\$2,000.00	P-2	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-T-----					1	\$2,000.00		0.00			
		Week: 10/22/12	10/28/12	M-----					1	\$2,000.00		0.00			
16	WCPO	10/17/12	10/17/12	M-F 7-730p 7-730p The List	CM	M-F 7-730pm	--W----	:30	1	\$900.00	P-1	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	--W----					1	\$900.00		0.00			
17	WCPO	10/18/12	10/18/12	M-F 730-8p 730-8p Let's Ask America	CM	M-F 730-8p	---T---	:30	1	\$900.00	P-1	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	---T---					1	\$900.00		0.00			
18	WCPO	10/19/12	10/19/12	M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir	CM	1135p-1202a	----F--	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	----F--					1	\$1,500.00		0.00			
20	WCPO	10/21/12	10/21/12	SU GMTS 8-9a SU GMTS 8-9a	CM	8-9a	-----S	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S					1	\$450.00		0.00			
21	WCPO	10/16/12	10/18/12	M-F 10-11a Right This Morn M-F 10-11a	CM	10-11a	-T-T---	:30	2	\$350.00	P-2	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-T-T---					2	\$350.00		0.00			
			10/19/12		CM	M-F 9-10a			2		P-2	0.00	NM	2	\$1,000.00

